

National Center for the Middle Market Marketing Internship

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Project Description

- Marketing Internship
- National Center for the Middle Market
- Columbus, Ohio
- Social Media Advertising
- Website Design and Promotion
- Data analytics



Transformational Experience

- Developing Paid LinkedIn and Twitter Advertising Campaigns
- Use of Salesforce, Act-On, Google Analytics
- Networking and Private Tour at Atlanta Braves Stadium
- Present Advertising Campaign to Sponsors in Atlanta, Georgia

Motivation for Project

- Personal Development
- Professional Development
- Summer in Columbus



THE OHIO STATE UNIVERSITY

STEP

Second-year Transformational
Experience Program